

THE FUTURE IS **TO INVEST HERE**

Invest RS and the Economic, Inclusive and
Sustainable Development of Rio Grande do Sul

 **invest.RS**

Rio Grande do Sul | Brazil









A new chapter

Invest RS was created to lead a new chapter in the development of the Brazilian state of Rio Grande do Sul. Established **with the mission of attracting investment and promoting the state's trade relations**, the development agency works in cooperation with public authorities and civil society to transform Rio Grande do Sul's growth trajectory.

Invest RS aligns with the **state government's Economic, Inclusive, and Sustainable Development Plan** and operates under the leadership of the Department of Economic Development. The plan identifies opportunities, key drivers, and initiatives to boost productivity, increase Gross Domestic Product (GDP), and position the state as a hub for new investments.

This booklet outlines the foundations of the Economic, Inclusive, and Sustainable Development Plan, as well as the operating model of Invest RS, explaining how the agency functions. It also presents the products and services that Invest RS offers to those looking to invest in Rio Grande do Sul, as well as to local companies seeking to expand their presence in international markets.

The document details the agency's main offerings, organized around three pillars: **market intelligence, investor services, and exporter services.** These are designed to mark a new era of support for companies and municipalities receiving private investment. Finally, the booklet highlights some of the many reasons to invest in Rio Grande do Sul.

The future starts here!



Index



About the Economic, Inclusive and Sustainable Development Plan

Rio Grande do Sul makes its future	8
A plan with clear priorities	9
Improving competitiveness.	10
Radar of opportunities	11

About Invest RS

The first step: Invest RS.	12
Strategic map	13
Ambitious thinking.	14
Our Services	16
Everything in one place.	17

Strategic guidelines	18
Market intelligence	19
Investor services	20
Exporter services	22
Why invest in Rio Grande do Sul	24
<hr/>	
Strategic location	25
Leader in innovation	26
Reference in semiconductors	27
Brazil's top-ranked universities	28
Favorable business enviroment	29
Renewable energy	30
Quality of life	31
Agricultural powerhouse	32
Industrial complex	33



Rio Grande do Sul makes its future

With the **Rio Grande Plan**, the state government presents a long-term vision to prepare Rio Grande do Sul for the many challenges future generations will face. It comprises a set of **actions, projects, and programs** aimed at revitalizing the state and propelling it toward a brighter future.

In alignment with the **Rio Grande Plan**, the government also launched the **Economic, Inclusive, and Sustainable Development Plan** — a visionary initiative to realign the state's growth trajectory. The plan is open to broad participation and collaboration from all sectors of society.



A plan with clear priorities

The Economic, Inclusive and Sustainable Development Plan is built on three core pillars:



Economic: accelerates and diversifies development to ensure a strong and resilient economic foundation.



Inclusive: generates and protects income and employment, creating opportunities for all.



Sustainable: promotes actions to reduce environmental impact and preserve resources for future generations.



Improving competitiveness

The Economic, Inclusive and Sustainable

Development Plan is anchored in five competitiveness catalysts, each capable of driving a new cycle of growth across its three core pillars:



Human capital: focused on attracting and retaining talent in the state, as well as improving both basic and vocational education in Rio Grande do Sul — including expanding access to and ensuring the quality of full-time schools.



Business environment: aimed at improving the ease of doing business and positioning Rio Grande do Sul as a leading destination for investment.



Innovation: dedicated to strengthening the state's innovation ecosystem and translating it into prosperity and sustainable development.



Infrastructure: committed to diversifying and enhancing the quality of logistics networks, while expanding infrastructure coverage throughout the state.

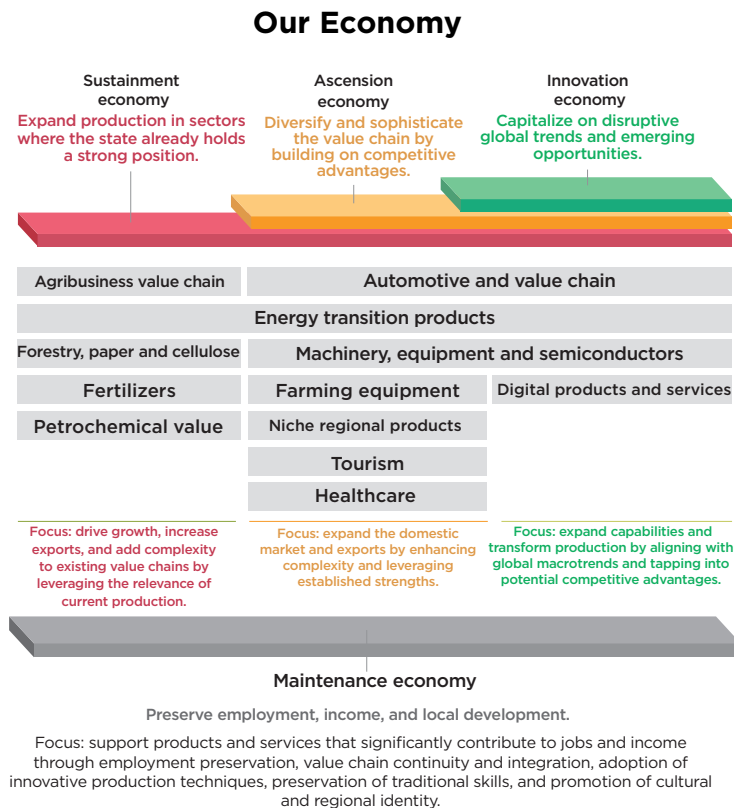


Natural resources: focused on building climate resilience, decarbonizing the economy, and promoting sustainable and productive agricultural practices.



Radar of opportunities

The plan identifies **twelve strategic sectors** with strong potential to boost Rio Grande do Sul's economy. These sectors are organized into four economic strategies:





The first step: **Invest RS**

The creation of **Invest RS, the Rio Grande do Sul Development Agency**, marked the first step in putting the Economic, Inclusive, and Sustainable Development Plan into action.

Established to operate in close cooperation with public authorities and civil society, Invest RS is dedicated to attracting investment and promoting the state's trade relations.



Don't forget!

Invest RS is ready to be **your partner in driving the development of Rio Grande do Sul**. Connect with us and discover how we can help take your business further.

Get in touch





Strategic map

Perspectives

Mission

To promote the economic development of Rio Grande do Sul by attracting investment and fostering trade, in cooperation with public authorities, organizations, and civil society.



Client/ Society

Investment attraction

Boost investment in Rio Grande do Sul by proactively identifying opportunities and providing continuous support to investors.

Trade promotion

Expand the participation of businesses from Rio Grande do Sul in exports and facilitate trade with other Brazilian states.

Business environment and public image

Improve the business environment and promote Rio Grande do Sul's image.

Strategy and data intelligence

Enhance investors' and partners' understanding of the opportunities and potential of Rio Grande do Sul.



Financial and sustainability

Financial sustainability

Foster optimal efficiency in resource utilization and broaden the sources of funding.

Transparency and compliance

Establish and uphold practices that ensure transparency regarding the agency's activities and adherence to the Management Contract.



Internal processes

Operational excellence

Foster optimal efficiency and strategic alignment within internal operations.

Innovation

Establish data-oriented practices and promote innovative solutions in its products, services and processes.

Collaboration and partnerships

Contribute to the development of an integrated and cohesive ecosystem for investment attraction and trade promotion.



Learning and growth

Strategic people management

Foster employee engagement and professional development.

Organizational culture

Develop an organizational culture of collaboration that fosters excellence.

Key:

Theme
Corporate Objective



Ambitious thinking

Invest RS was established with an **innovative mindset** to pave the way for Rio Grande do Sul's development, striving to achieve the following 13 objectives:

1. Promote the state's business environment, development, and competitiveness.
2. Foster coordination with public and private entities, both domestic and international, to create business opportunities, generate jobs, and increase income.
3. Assist municipalities in supporting investors and enhancing their business environments.
4. Attract new investments and encourage the expansion of established companies within the state.
5. Monitor the activities of companies after their establishment in the state.
6. Prospect investment opportunities both in Brazil and abroad.
7. Provide economic stakeholders with technical, scientific, and strategic information to support the state's development, particularly in attracting investments and promoting trade.
8. Enhance the state's image as an investment destination.

9. Establish and maintain partnerships with national and international organizations that contribute to the same objectives.

10. Collaborate with state development funding agencies and financial institutions to support development programs.

11. Develop projects, actions, and programs focused on investment attraction, business qualification, and export promotion.

12. Plan and execute the state's business strategies, both domestically and internationally.

13. Undertake additional activities that contribute to attracting investments and promoting trade within the state.



Our services

Invest RS stands by the side of investors and entrepreneurs in Rio Grande do Sul. We offer a portfolio of products and services across three areas, aimed at promoting entrepreneurial activity and enhancing the business environment:



Market intelligence

Data and trends about local, national, and international markets, as well as information on the potential of Rio Grande do Sul.



Investor services

Support for companies looking to invest in the state.



Exporter services

Support for companies from Rio Grande do Sul seeking to expand into new markets.



Everything in one place

Our one-stop-shop model provides agile, dynamic, and specialized service, reducing bureaucracy while offering efficiency and personalized support. It acts as a facilitator for those looking to invest in the state of Rio Grande do Sul.

More than just a support center, it is an **intelligence and dialogue hub, connecting companies to public authorities**, financial institutions, and strategic partners.

It ensures **integrated, innovative, and strategic support**, allowing companies and investors to find the necessary solutions to facilitate their projects and operations in RS, backed by a multidisciplinary team.

- » The one-stop-shop makes business executives' lives easier
- » Strengthening trust in the business environment
- » Becoming a strategic differentiator for attracting and consolidating investments in a structured and sustainable manner.



Strategic guidelines

Invest RS provides expert advice to help build business cases and expansion strategies. Through detailed analysis of the economic, regulatory, and sectoral environments, the agency identifies risks and opportunities to guide short-, medium-, and long-term strategic actions. Invest RS develops investment planning scenarios focused on priority sectors, providing insights and identifying growth levers.

A wide network of public and private entities and partners supports investors with various aspects of their projects, including taxes, incentive programs, credit lines, licensing, and regulations.

SUPPORT DURING PROJECT EXECUTION...

A wide network of public and private entities and partners supports investors with various aspects of their projects, including taxes, incentive programs, credit lines, licensing, and regulations.

... AND ONCE THE INVESTMENT IS COMPLETED.

Providing post-investment support during the early stages of project implementation.



Ongoing support



Assisting in building post-investment development strategies



Market intelligence

Invest RS works strategically to provide a wide range of **accurate and reliable information** about the reality of Rio Grande do Sul and its competitive advantages. The agency offers:



Detailed information and a data dashboard on the characteristics of the state and its strategic sector differentials.



Newsletter with market updates, studies and reports for investors and exporters.



Market studies, with in-depth analyses of priority sectors and target market identification.



Analytic reports on the economy and infrastructure of Rio Grande do Sul.



Investor services

Invest RS consolidates information for investors, offering personalized support throughout their journey. The agency provides the following services directly to those looking to invest in Rio Grande do Sul:



Detailed information and expert advice to help build business cases and expansion strategies.



Assessment and monitoring of barriers that may impact investments, **along with coordination with public bodies** to improve the business environment. This includes the production of **technical reports** based on information and analysis.



Location Intelligence to identify the most suitable venues for new business ventures.



Identification of suitable lines of credit and financing as well as support for tax and regulatory planning.



Production chain mapping, identifying gaps and opportunities, and assisting in the search for local suppliers, logistics, and infrastructure solutions to promote investment in local, national, and international markets.



Local workforce mapping reports to help investors find talents relevant to their business.



Exporter services

Invest RS offers the following services to exporters:



Detailed information on the processes and steps for exporting, including logistics, financing details, and insurance options.



Export market studies focused on priority sectors, identifying the most attractive target markets for products from Rio Grande do Sul.



Referrals to matchmaking services connecting producers with trade partners in priority sectors.



Publicization of opportunities for exporters - through foreign missions, trade fairs, and events to promote their products.



Continuous assessment and monitoring of export barriers, coordinating with public bodies to promote policies favorable to foreign trade.



With actions aimed at prospecting new markets for companies from Rio Grande do Sul and advertising opportunities in the state to foreign investors, Invest RS and the Department of Economic Development have developed a calendar of trade shows and foreign missions to strengthen the state's presence in national and international markets. See the full schedule at: www.investrs.org.br



Why invest in **Rio Grande do Sul**

Rio Grande do Sul is the southernmost state of Brazil, sharing borders with Argentina and Uruguay, which places it at the heart of Latin America's primary market.

A leader in innovation and boasting excellent quality of life indicators, the state provides the ideal conditions for investments across a range of economic sectors.



Strategic location

- Located **in the heart of Mercosur**, with borders to Argentina and Uruguay, Rio Grande do Sul sits at the center of Latin America's main economic hub.
- It provides access to **150 million people**, representing 70% of the continent's GDP.





Leader in innovation

1st in innovation

in Brazil

US\$60.6 million

invested in 2025

*Exchange rate in May 2025

1,200 PhD

graduates every year

National leader

in patent filings

Two of the best

**science and tech
parks of Brazil**

19

Science and
technology parks

48

Innovation, science and
technology institutions

44

Business incubators





Reference in **semiconductors**

US\$11.8 million

invested until 2026

*Exchange rate in May 2025

The only State

with a specific public policy
for semiconductors

State tax (ICMS)

exemption for the sale
of semiconductors and
equipment.

State tax (ICMS)

exemption for material and
component imports.





Brazil's top-ranked universities

2 of the best

universities of Latin America

2 of the best private universities of Brazil

PUCRS and Unisinos

One of the best public federal university in Brazil

UFRGS





Favorable business environment

83,602

companies created in the last four months of 2024 — the highest number in Brazil

13 hours

to start a business in Rio Grande do Sul (2023)

Lowest state tax rate

(ICMS) in Brazil





Renewable energy

National leader in biodiesel

9 biodiesel production facilities installed
23% of national production

4th

**largest producer of
solar power in Brazil**

5th

**largest producer of wind
power in the country**

Leader in project licensing
for offshore wind generation





Quality of life

3rd

safest state in Brazil

78% reduction in pedestrian thefts
(2017-2024)

87% reduction in vehicle thefts
(2017-2024)

5th

**HDI score above the
national average**

2

**hospitals ranked among
the best in Brazil**



Agricultural powerhouse

National leader

in rice and wheat production

Top exporter of farming equipment in the country

65% of Brazil's production





Industrial complex

1st

largest national hub

of the footwear industry

2nd

largest national hub

of machinery, equipment and plastics

3rd

largest

automotive industry in the country

4th

place

in chemicals and electronics





Come invest in Rio Grande do Sul!

This is a publication produced by Invest RS, the Development Agency of Rio Grande do Sul, Brazil.

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 **invest.RS**

PROMOTING
DEVELOPMENT
OF RIO GRANDE DO SUL



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